Message Text

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PAGE 01 BANGKO 02865 272312Z ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----065706 281504Z /64

R 270946Z JAN 78

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 8906

UNCLAS BANGKOK 2865

E.O. 11652: N/A TAGS: BEXP, TH

SUBJ: WTDR/FTI: TREESIN ALAI LTD. PART.

REF: USDOC 00067

1. THAILAND

OFFICE USE: 2. 549 3. NA 4. 01

5. TREESIN ALAI LTD.PART.

6. 10-12 LUANG ROAD

7. BANGKOK

8. CONTACT: SITTHA LEERAMANEEPHONG

9. TITLE: OWNER AND MANAGING DIRECTOR

OTHER OFFICIAL IS YUTTASAK LEERAMANEEPHONG, PARTNER

10. PHONE: 2210217 11. TELEX: NA

12. CABLE: TRIPARTS

13. ESTBL: 1966 14. EMPL: 6 15. SIZE: SMALL

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16. REPUTATION: Y-SATISFACTORY 17. RPT DATE: 01/78

OFFICE USE: 18. P 19. NA 20. NA 21. NA 22. NA

23A. 37140/25 IMP.DIST. OF MOTOR VEHICLE SPARE PARTS 23B. 35850/25 IMP.DIST. OF AUTO AIR CONDITIONING

24. FOREIGN SALES: NA

25. FINANCIAL REFS: THAI FARMERS BANK, MAHACHAI BRANCH, BANGKOK; BANGKOK BANK LTDMN VORACHAK BRANCH, BANGKOK, THAILAND.

26. TRADE REFS: GATES (RUBBER) EXPORT CORP., 999 SOUTH BROADWAY, DENVER, COLORADO 80217; DANHARD, INC., 3530 DILIDO ROAD, DALLAS, TEXAS 75228; UNIVERSAL MOBILE AIR MFG. CORP., 2122 MARSHALL DRIVE, GRAN PRAIRIE, TEXAS 75050; AMC AIR CONDITIONING CO., 800 W. RISINGER ROAD, FORT WORTH, TEXAS 76410; PUROLATOR, INC., RAHWAY, N.J. 07065.

27. FOREIGN FIRM REPRESENTED: NA

28. POST EVALUATION: TREESIN WAS INCORPORATED IN 1966 WITH AN AUTHORIZED CAPITAL OF \$50,000 TO ACT AS IMPORTER AND RETAILER OF MOTOR VEHICLE SPARE PARTS AND AUTO AIR CONDITIONING SYSTEMS. FORTY PERCENT OF ITS IMPORTS ARE FROM THE U.S. WITH THE REMAINDER FROM JAPAN (25 PERCENT), GERMANY (20 PERCENT), AUSTRALIA AND NEW ZEALAND. ITS LEASED OFFICE OCCUPIES 89 SQ.METERS INCLUDING A DISPLAY ROOM OF 69 SQ.METERS, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. FIRM'S SALES VOLUME WAS REPORTED TO BE BETWEEN \$375,000 AND \$600,000. IT EMPLOYS 6 PEOPLE INCLUDING 3 SALESMEN. LOCAL BANK REPORTS FAVORABLY ON THE SUBJECT. IT IS CONSIDERED TO BE AN ACCEPTABLE TRADE CONTACT FOR U.S. FIRMS.

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29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X Capture Date: 01 jan 1994 Channel Indicators: n/a

Current Classification: UNCLASSIFIED

Concepts: n/a Control Number: n/a Copy: SINGLE Draft Date: 27 jan 1978 Decaption Date: 01 jan 1960 Decaption Note: Disposition Action: n/a

Disposition Approved on Date: Disposition Case Number: n/a Disposition Comment: Disposition Date: 01 jan 1960 Disposition Event: Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BANGKO02865
Document Source: CORE

Document Unique ID: 00

Drafter: n/a Enclosure: n/a Executive Order: N/A

Errors: N/A **Expiration:** Film Number: D780042-0996

Format: TEL

From: BANGKOK Handling Restrictions: n/a

Image Path: ISecure: 1

Legacy Key: link1978/newtext/t19780116/aaaaaned.tel

Line Count: 96 Litigation Code IDs: Litigation Codes:

Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 7eb870df-c288-dd11-92da-001cc4696bcc

Office: ACTION EA

Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a

Page Count: 2
Previous Channel Indicators: n/a Previous Classification: n/a
Previous Handling Restrictions: n/a

Reference: n/a Retention: 0

Review Action: RELEASED, APPROVED Review Content Flags:

Review Date: 07 mar 2005 **Review Event:** Review Exemptions: n/a **Review Media Identifier:** Review Release Date: n/a

Review Release Event: n/a **Review Transfer Date:** Review Withdrawn Fields: n/a

SAS ID: 3704285 Secure: OPEN Status: NATIVE

Subject: WTDR/FTI: TREESIN ALAI LTD. PART.

TAGS: BEXP, TH To: COM Type: TE

vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/7eb870df-c288-dd11-92da-001cc4696bcc

Review Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

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